



Mini-Profile



December, 1976

Merry Christmas



Dear Employee:

We have been so busy, 1976 hardly seems to have started before it is coming to a close. Increasing rates have affected practically all of our groups and direct pay members in '76. Increased claims volume, correspondence, and levels of service necessary to serve our customers have been of much concern to everyone in '76. In all of our history, at least that with which I am familiar, no year has ever been busier — nor do I remember one in which we have made more demands on our staff.

It appears that 1977 will be another year of great activity and opportunity for service. We are starting with a new system for Medicare B — as well as taking a comprehensive look at our other activities. All of this means, I believe, a possibility for opportunity for many members of our staff to improve their skills and upgrade their standing in our Blue Cross and Blue Shield organizations over the next year.

However, at this Holiday Season, I want to thank you for all you have done in 1976 and wish you good health and satisfaction in all your undertakings in 1977. Your continued, dedicated effort is absolutely necessary to our corporate success as well as to your own achievement success level for the coming year.

Please accept my best personal wishes for a Happy and Healthy New Year in 1977 for you and all of your loved ones.

Sincerely,

J. W. Herbert
J. W. Herbert
President

REORGANIZATION OF HUMAN RESOURCES DIVISION ANNOUNCED

Eugene O'Brien, Vice President - Human Resources, has announced the following reorganization in his Division effective October 11:

Bob Shumacher has been transferred from the position of Director of Personnel to the position of Director of Facilities Management. In this role, Mr. Shumacher will be directing Building Services, Building Facilities, Planning, Telephone Communications, Safety and Security. Internal cost containment programs will also be under the direction of Mr. Shumacher.

Don Haney has been transferred from the Director of Compensation to the Director of Personnel. Mr. Haney will be responsible for the following functions:

1. Divisional Personnel Coordinators System.
Listed below are the Division Personnel Coordinators and their respective Divisional assignments:
John Dulaney—Medicare Part B
Robert Freeland—Marketing, Provider Audit and Reimbursement, Legal and Public Affairs, Institutional Affairs, Physician Affairs.
Morris Seay—Finance, Blue Shield
Rudy Norton—Special Inquiries, Medical, Medicare Part A, Human Resources
Bill Hussian—EDP, Blue Cross
2. Mr. Haney will, in addition to the above responsibilities, temporarily oversee the Compensation and Training and Development Departments.

Russ Anderson, formerly Manager of Benefits, has been promoted to the position of Assistant Director of Compensation. Reporting to Mr. Anderson will be **David Kreck**, Manager of Wage and Salary, **Marilyn Hontz**, Supervisor of H.R.I.C. and **Arlene Shainbrow**, Coordinator of Benefits. The Medical Dispensary will also come under the direction of Mr. Anderson's department.

Patrick O'Brien, formerly Manager of Training and Development, has been promoted to the new position of Assistant Director of Training and Development. **June McClellan** has been promoted to Senior Training Specialist in charge of Professional and Technical Training.

Jesse Grover will continue in his capacity as Director of Employee Services and Community Relations.

CREDIT UNION ANNOUNCES GOOD NEWS! — A MATTER OF INTEREST

The Board of Directors of our Blue Cross and Blue Shield Employees Credit Union has announced that **dividends on savings will increase from 6% to 6¼%** paid on a quarterly basis, beginning on October 1, 1976. This is the largest dividend paid by our Credit Union in its 22 years of operation. According to Frances Stewart, Manager of the Credit Union, statements will be sent to over 2,500 members on a quarterly basis, rather than semi-annually.

EMPLOYEES CLUB SELECTS NEW FLORIST

Cox's Florist, 640 Park Street, has been selected by the Employees Club to handle all flower and dish garden orders requested through the Club when employees are hospitalized or when there is a death in the immediate family. According to Jim Gray, Employees Club Director, this change was made due to complaints that were received by Club officers from employees concerning our former supplier.

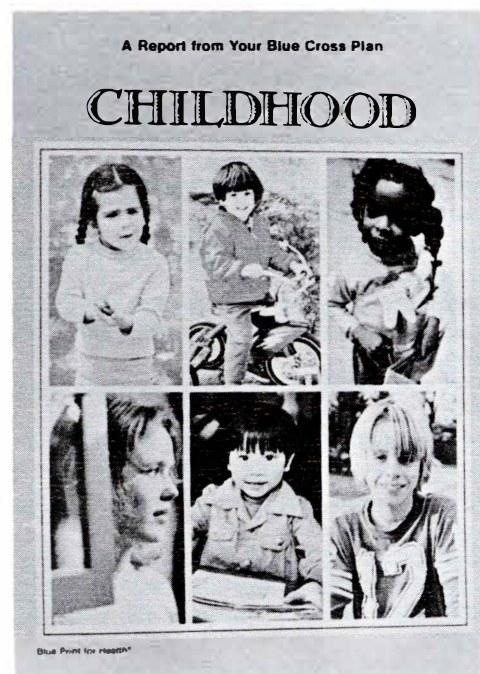
Employees will receive a 10% discount on merchandise purchased from Cox's Florist by showing they are a Blue Cross and Blue Shield employee. Jim has suggested employees present their Disney World membership cards as proof of employment.

"CHILDHOOD" HEALTH BOOKLET AVAILABLE

The newest Blue Print for Health booklet, "Childhood", is now available from the Communications Department. A copy may be obtained by stopping by (10th floor, South Building) or by calling 6190.

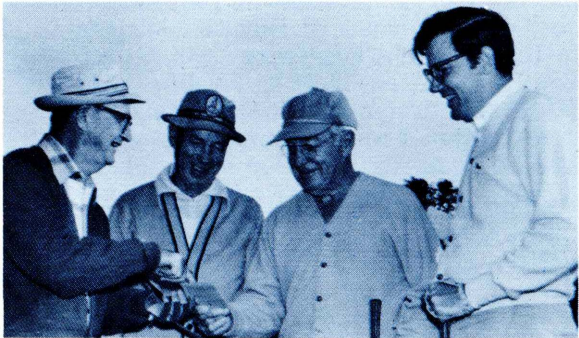
The new four-color, 92-page booklet, published by the Blue Cross Association in Chicago, contains 12 articles spanning the years between those covered in two other Blue Print for Health booklets, "Modern Baby" and "Adolescence for Adults" — the years from one to twelve when a youngster's health habits, attitudes and intelligence are being formed. Since everyone is a child, has been one, knows one, or has one or more, the material is interesting to parents, grandparents, teachers, physicians, relatives, friends, and many others.

Four of the articles deal with physical aspects of growth; four others focus on emotional influences; and three cover intelligence, ethical and moral problems confronting children in today's world. There is also a humorous article by Alan King.

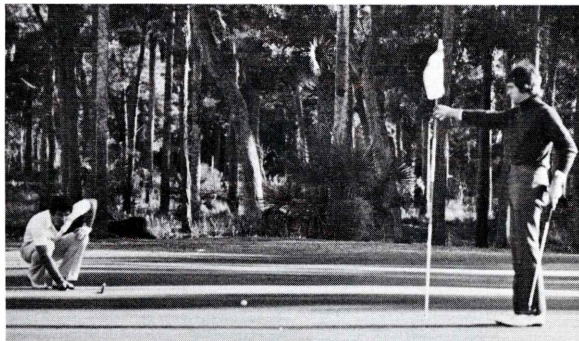




Trophy winners are, from left, John Kennett, winner of the tournament, Wayne Gaff, Hugh McIlwain, Dan Taylor, Barbara Greene, Larry Williams, Chip Hardin, Julian McKenzie, Jim Kelly and Henry Douglas. Not pictured is our President, Mr. Herbert, who won first place in Flight B.



Mr. Schroder, second from right, is shown looking over the score card. Members of his foursome include, from left, Dr. Tom Irwin and Ernie Gibson, both retired, and John Slye.



Chip Hardin, holding pin, won a second place low gross trophy.

JOHN KENNETT WINS FALL GOLF TOURNAMENT

At the sound of the gun, 94 golfers teed off at the Seventh Annual H. A. Schroder Golf Tournament on October 23 at the Innlet Beach Golf Course (formerly Thousand Oaks). There was a new champion this year — **John Kennett**, who shot a one over par, 71. John's name is unfamiliar to most golfers here in the company as he had been an employee for only three weeks when the tournament was held. He succeeds Bill Buckner, former champion, who had won four consecutive Schroder tournaments.

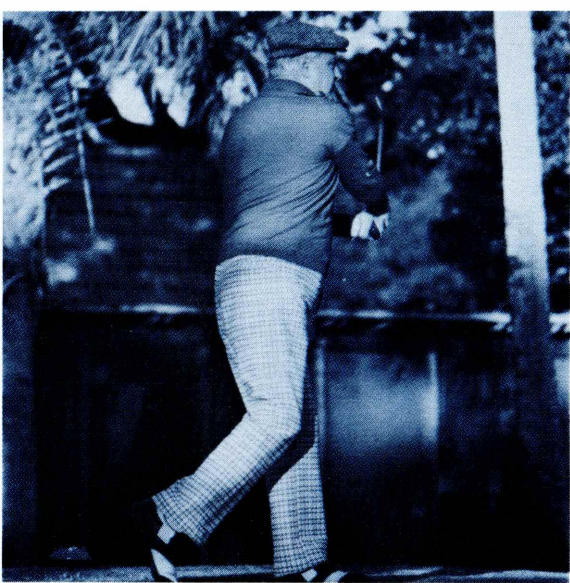
Chip Hardin and **Hugh McIlwain** both won second place low gross trophies with identical scores of 73.

To accommodate the large turnout, there were several low net winners in the following flights:

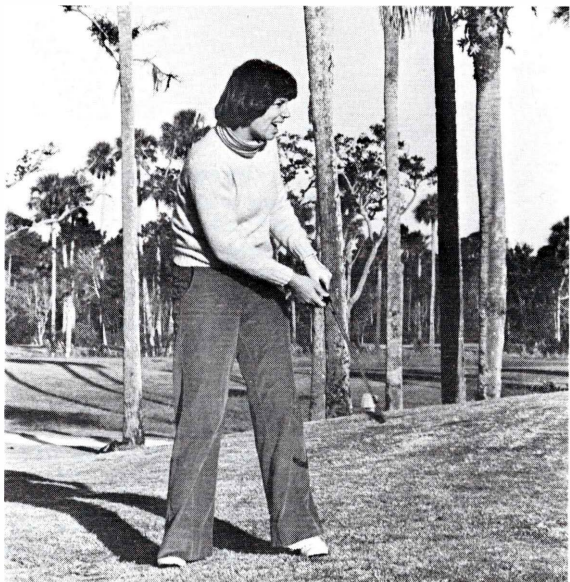
- Flight A—Jim Kelly
- Flight B—J. W. Herbert
- Flight C—Dan Taylor
- Flight D—Wayne Gaff
- Flight E—Henry Douglas
- Women's Flight—Barbara Greene

Three trophies were also awarded to **Larry Williams** for the longest putt, **Julian McKenzie** for the ball closest to the pin, and **Dan Taylor** for the longest drive.

The annual tournament is named for Mr. Schroder, former Executive Director for the Plans, who retired in May, 1970. Trophies and refreshments were provided by the Employees Club.



Our President, J. W. Herbert, won a first place trophy in the Second Flight.



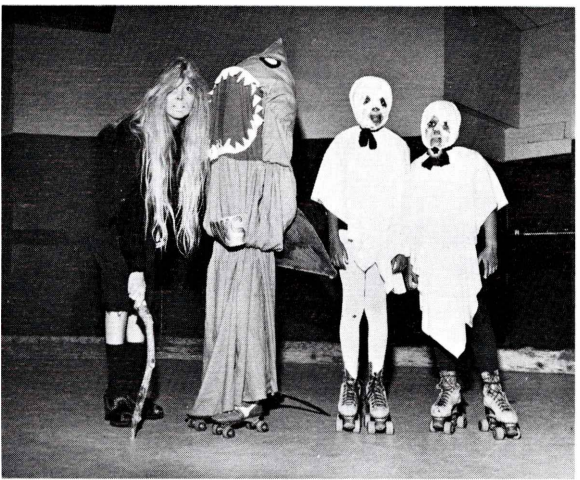
Barbara Greene won first place in the Women's Flight.

A FLORIDA CHRISTMAS STORY

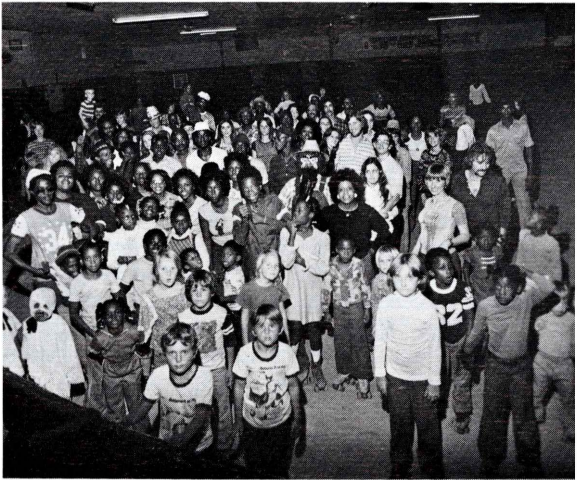
IT WAS THE NIGHT before Christmas and all through the town,
No noses were frozen, no snowflakes fluttered down.
No children in flannels were tucked into bed.
They all wore their shorty pajamas instead.
To find wreaths of holly was not very hard,
For holly trees sprouted right in the back yard.
IN FRONT of the house were daddys and moms
Admiring the bushes and coconut palms.
The slumbering kiddies were dreaming in glee,
And hoped they'd find water skis under the tree.
They all knew that Santa was well on his way
In a great big convertible instead of a sleigh.
AND SOON HE ARRIVED and started to work,
He hadn't a second to linger and shirk,
He whizzed over the highways and zoomed up the roads
In a shiny new sports car delivering his loads.
The tropical moon gave the city a glow
And lighted the way for Santa below.
As he jumped from his auto he gave a wee chuckle
He was dressed in bermudas with an Ivy League buckle.
THERE WEREN'T any chimneys but that caused no gloom
For Santa came in through the Florida room.
He stopped at each house and stayed only a minute,
And emptied his sack of the stuff that was in it.
Before he departed he treated himself
To a glass of orange juice left on the shelf.
THEN HE TURNED with a jerk and bounced to his car
Remembering he still had to go very far.
He shifted his gears and stepped on the gas,
And away up the highway he went with a flash.
And I heard him exclaim as he went on his way
"Merry Christmas to Florida! I wish I could stay!"

—Beth Galloway, 6th Grade, Belle Glade, Fla.

150 ATTEND HALLOWEEN SKATING PARTY



Costume prize winners, from left, were guests Jerrie Tomlinson (scariest); Kelly Tomlinson (most original); Kathleen and Paschle Dorismond (best looking).



DOWNTOWN-RIVERSIDE SHUTTLE BUS

Starting December 6, the "white line" shuttle bus service from downtown to the Riverside area runs every 10 minutes. Costs only 10¢. From 7:00 a.m. to 6:00 p.m. Stops in front of our door. Weekday service. Take advantage!

The Employees Club Second Annual Halloween Skating Party was enjoyed by 150 employees and guests on October 26 at Skateland.

Costumes were optional but for the three employees who won prizes it added to the fun. Each of the three winners received an electric Halloween decorated lamp and the Club also provided candy for the youngsters. Designated as Blue Cross and Blue Shield Night, Skateland was open for our employees and guests only with a special price of only 50¢ including skates.

DEATH RATE DIPS TO ALL-TIME LOW

(WASHINGTON) — America's death rate declined to its lowest point in the nation's 200 years in 1975, a census report has disclosed. The report, according to the Associated Press, said heart disease, strokes and traffic accidents took proportionately fewer lives last year than the years before. These gains outweighed the rising death rates for cancer, murder and suicide. Even though the nation's population is growing older, the death rate dipped to 8.9 deaths for every 1,000 Americans last year, down from 9.1 the year before and 9.7 in 1968. It was the first time in American history that the death rate dropped below 9 per thousand. The report said 1.91 million Americans died in 1975. That was the lowest number of deaths since 1967, when 1.86 million died.

(From the Blue Cross Wire Digest, October 10, 1976.)

SERVICE ANNIVERSARIES

10 YEARS

December 5 — **Gladys Westmoreland**, Supervisor, Subscribers Service. She worked as an Adjustment Billing Clerk until 1968 when she was promoted to Section Leader in Subscribers Service. In May, 1971 she was promoted to Supervisor of New Groups, Reworks and ID's and Contracts. She's a member of the Jacksonville University Baseball Boosters where her son, Dan, attends and plays on the JU team. She's also got a married daughter, Vickie. Besides baseball, Gladys also enjoys bowling, music and dancing.

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December 7 — **Dorothy McQuin**, Senior Data Recorder, Key Punch. We were remembering Pearl Harbor Day when Dot came to work here as a Data Recorder. She held that position until 1972 when she was promoted to Senior Data Recorder under Supervisor Edith White. She was active for several years in the Women's Bowling League before moving to our Data Recording Office in Lake City for a year. Her present interests lie in fishing and watching football.

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December 12 — **Jackie Baxter**, Supervisor of Special Claims, Medicare B. She joined the Florida Plans as a Telephone Information Clerk in Telephone Communications and was promoted to Section Leader in 1967. In February, 1968 she was promoted to Supervisor. She moved into the Special Claims area as Supervisor in November, 1971. She attended Edward Waters College for 1½ years, and served on the Advisory Committee to the Gift Shop for a year. Jackie has a five year old son, Corey, and enjoys gardening as a hobby.

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December 12 — **Marilyn Stone**, Supervisor, CHAMPUS Claims I. She's spent all ten years in CHAMPUS starting as a Correspondence Clerk and working her way up to Claims Examiner, Section Leader and Supervisor in May, 1973. She has a daughter, Deborah, who is an R.N. and a son, James. She and her husband are very active in square dancing.

* * *

December 19 — **Anna Lou MacArthur**, Section Leader, Mail Operations Control. Her ten years have all been spent in Mail Operations which has grown tremendously in the last decade. She was hired as an Incoming Mail Clerk and was promoted to Control Clerk in 1973. She's been a Section Leader since 1975 and is responsible for handling all distribution of HEADLINES, inter-office memos, branch mail, registered and certified mail, and keeping mailing labels up to date. Her daughter, the former Linda Sauls, worked here for six years.

* * *

December 19 — **Kathy Winslow**, Supervisor, Blue Cross Special Claims. She began her career as a Research Clerk in Correspondence Basic and was promoted to Teletype Operator in the Wire Room in 1967. In 1970 she moved up to Claims Examiner in Blue Cross Claims and two years later she was promoted to Section Leader of Blue Cross Approvals. She was promoted to Supervisor of Basic Blue Cross Claims in 1974. She's held her present title since November, 1975.

* * *

November 14 — **Bill Piner**, Senior Auditor. Bill's ten years with the Plans have been spent in the Provider Audit and Reimbursement Department. He is located in that department's branch office in Tampa, holding down the responsibilities of Senior Auditor. He has a B.S. degree in Accounting from Northeastern University in Boston, and is a member of the American Institute of Certified Public Accountants and the Florida Institute of Certified Public Accountants.

5 YEARS

Blue Cross & Medicare A

Gwendolyn P. James Direct Accounting
Lawana L. Nazworth Enrollment Staff
Janice P. Parker Blue Shield Training
Mildred L. Gaskill Major Med. & Ext. Ben. Claims

Blue Shield & Medicare B

Hazel J. Cason Group Sales
Veronica L. Nealy Fed. Employee Basic Cl. Phys.
Christine D. Douglas Data Rec. B Inforex II

1 YEAR

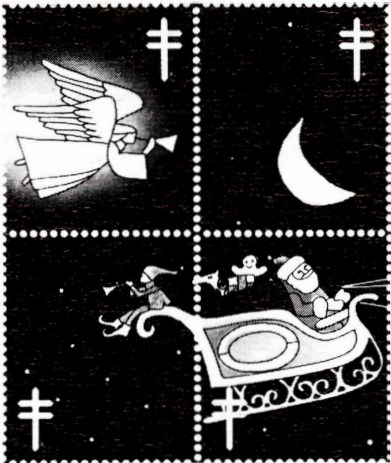
Blue Cross & Medicare A

Shirley J. Girard Major Med. Dir. Pay
Robert Grant Marketing Systems
Shirley A. Griggs Major Med. Claims
Joyce L. Hansen Budget & Forecast
Marilyn E. Holgerson Special Claims
Darlene L. Horton Major Med. Claims
Vicki L. McQuaig Word Processing
Patrina C. Smith Group Accounting
Jeff T. Chastain Data Base & TP Systems
Charlotte M. Dryden Mail Operations
Edward D. Howard Centralized Microfilm
Charlene Butler Med. A Services
Lorn Leitman Coral Gables
Sarah S. Pollak West Palm Beach
Paula H. Tyson Medical Department
Shirley A. Wilkerson Orlando
Yvonne Jones Special Claims
Mary W. Ivory Mail Operations
Dale F. Tipton Building Management
Norma S. Viana Med. A Approval
Karen E. Alvarez Med. A Medical Review
Susan W. Balthrop Corporate Planning
Vincent J. Haney EDP Standards & Control
Yolanda G. Hazel Tampa
Ernestine D. Jenkins St. Petersburg
Donna N. LeGrand Med. A Correspondence
Judy K. Sapp Med. A Edit
Dan W. Taylor Budget and Forecast
Barry E. Zoller Med. A Adjustment
Gloria J. Smith Major Med & Ext. Ben. Claims

Blue Shield & Medicare B

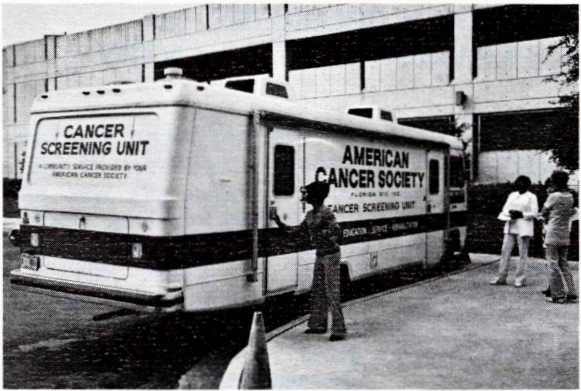
Jerome A. Adkins Med. B Records
Paula A. Crews CHAMPUS Claims
Robin E. Crews Med. B Records
Edward L. George Fed. Emp. Sup. Claims
Janice M. Harris CHAMPUS Claims Exam.
Linda A. Lorimier CHAMPUS Claims II
Marilyn D. Federlick CHAMPUS
Clara L. Hay Med. B Records
Leanne S. King Med. B Spec. Claims
Reva L. Koon BS Data Entry
Carol A. Lindke Med. B Correspondence III
Cleofe R. Rapadas Ft. Lauderdale
Patricia A. Campbell Fed. BS Claims Exam.
Irene L. Manassa CHAMPUS Claims Exam.
Nancy Sutorski Tampa
Robin D. Spinks FEP Blue Shield Support
Margaret A. Kershaw Fed. BS Claims Exam.
Robert A. Rowland Telephone Communications

Christmas Seals Fight Lung Disease



AMERICAN LUNG ASSOCIATION
The "Christmas Seal" People

CANCER SCREENING UNIT VISITS RIVERSIDE COMPLEX



The American Cancer Society's Cancer Screening Unit visited the Riverside complex for two days the latter part of October. There were 144 female employees who participated in the program which offered free pap smears and breast examinations.



"SUPERSTARS" WIN WOMEN'S VOLLEYBALL LEAGUE

The women's volleyball season began the week of September 20 with two divisions of five teams each (80 employees) participating. The season ran for five weeks with the two top teams in each division qualifying for the playoffs.

The "Superstars" defeated "CHAMPUS" in the final game on October 26. Also in the playoffs were the "Net Knockers" and "Spiked Punch." All games were held after work in the old Seashore parking lot on Riverside Avenue.



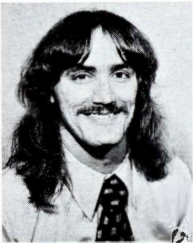
Volleyball champions, the Superstars, are, from left, seated, Lynda Dedmon, Debbie McLane, Sissy Morgan. From left, standing, Linda Blake, Debbie Rountree, Laura Rountree, and Debbie Eason. Not pictured are Shirley Edlin and Linda MacPhee.



The second place CHAMPUS team members are, from left, seated, Paula Fennel, Candy Hawes, Carol Collier, and Sandra Bolius. From left, standing, Beverly Lee, Pat Boyd, Teresa Stiles, Patrice Frazier, and Debra Hullander.

IN THE NEWS

TOM SIKES PROMOTED TO SUPERVISOR OF DATA ENTRY



Tom Sikes

The promotion of **Tom Sikes** to Supervisor of Data Entry (System H) was announced by Ron Ivey, Assistant Manager, Services. Tom joined the Plans July 31, 1972 as a File Clerk in Medicare B Files. In February, 1973 he was promoted to Correspondence Clerk in Medicare B Correspondence, and nearly a year and a half later he was promoted to Supervisor of Medicare B Files.

He is a PROFILE reporter on the 16th floor having recently moved from the West Building Parking Garage Medicare B Files area where he was a reporter for several months. His newsletter has been outstanding for Medicare B employees in Files and on the 15th, 16th, and 19th floors also.

He is a native of Jacksonville where he graduated from Ribault High School. He earned his Associate in Arts degree, attending Florida Junior College and Lake City Junior College. He served on the committee for the Employees Club Variety Show held November 13.

Tom was recently married to Nicki, and in his spare time he enjoys softball, football, tennis, playing the guitar and singing with his band, "Tumbleweed."

NEWSHOUND OF THE MONTH



Steve McCrandall

This month's spotlight on reporters falls on **Steve McCrandall** who is a PROFILE reporter on the seventh floor of the South Building. Steve joined the staff in April of this year, assisting Tina Henaault, 7-South, and Linda Smith, 6-South, in writing the Medicare A "Spirit" newsletter. In a newsletter contest recently sponsored by the Communications Department for all PROFILE reporters, Steve, Tina, and Linda took first place.

Steve joined the Plans in April, 1975 and is a Critical Correspondence Clerk in Medicare A Correspondence. He is a native of Flint, Michigan where he was graduated from Kearsley High School. He attended Florida Junior College and served in the U.S. Coast Guard for four years, last holding the rank of Petty Officer Second Class. He is married to Sharon with whom he enjoys sharing the cooking chores, and in his spare time he coaches a Pop Warner football team, and plays softball.

SECTION LEADER PROMOTIONS

Debbie Barbee was promoted to Section Leader in Subscribers Service Group Accounting on October 18. She was formerly a Billing Clerk, Money Control Clerk, and Control Verifier in that same department and has been employed since April, 1973.

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Barbara Slaton was promoted to Section Leader in Live Claims Review on June 14. She was formerly a Claims Examiner in Live Claims, having been hired in 1971. In September, 1975 she was rehired as a Claims Examiner in that same department.

THREE RECEIVE SUGGESTION AWARD CHECKS

Three \$10.00 checks were given out in October to **Janet Allison**, Blue Shield Claims Correspondence Analyst, Production and Quality Control, **Joyce Knighton**, Blue Cross Claims Examiner, and **Judy Goodman**, Blue Shield Claims Analyst.

Janet's suggestion was to replace dictated letters with a post card form to acknowledge receipt of returned checks; Joyce's was to provide each "CRD" (Chronic Renal Disease Section) with their own adding machines; Judy's was to revise the Medical Claim Suspense form.

A TIME TO REMEMBER THE CHILDREN

The days of autumn grow increasingly cool and, merging into winter, turn cold and frosty, and the nights become long, so that darkness begins to gather when the afternoon is scarcely more than half-way spent.

And we work our way through December, one impatient day at a time, toward Christmas, and that special aura of the holiday hangs unseen but truly present in the air, doing rare and wonderful things to the spirit.

No man alive, I believe, can resist the atmosphere of Christmas — and then, as at no other time, there is a closeness and a kinship among us all.



And we wonder, as the days grow nigh, what we can get the children, and we buy them shiny toys and pocketknives, and dolls that cry and eat and wet their pants, and all manner of costly baubles that soon will lie in a corner, collecting dust.

But is that what they truly need or want? Many years ago an American magazine printed a brief article with that question in mind . . . I want to share it with you, as food for somber thought at Christmastime, for its timeliness has not been dimmed by the years that have come and gone.

In the long twilight of the year, the faces of children grow luminous. Rosy with cold, arabesqued with snowflakes, leaning into the wind or drowsing before the fire, they look and listen as if they glimpsed the peripheries of a miracle or heard a soundless music in the air.

From the innocent kingdom of implicit belief to that uncomfortable arena where the implacable mind battles the intractable heart, the faces of children at Christmas are lighted with visions of things to come.

What shall we give the children? It seems certain that they will travel roads we never thought of, navigate strange seas, cross unimagined boundaries and glimpse horizons beyond our power to visualize. What can we give them to take along?

For the wild shores of Beyond, no toy or bauble will do. It must be something more, constructed of stouter fabric discovered among the cluttered aisles and tinsel bargain counters of experience, winnowed from what little we have learned.

It must be devised out of responsibilities and profound caring — a homemade present of selfless love. Everything changes but the landscape of the heart.

What shall we give the children? Attention, for one day it will be too late. A sense of values, the inalienable place of the individual in the scheme of things, with all that accrues to the individual — self-reliance, courage, conviction, self-respect and respect for others.

A sense of humor. Laughter leavens life. The meaning of discipline. If we falter at discipline, life will do it for us.

The will to work. Satisfying work is the lasting joy.

The talent for sharing, for it is not so much what we give as what we share.

The love of justice. Justice is the bulwark against violence and oppression and the repository of human dignity.

The passion for truth, founded on precept and example. Truth is the beginning of every good thing.

The power of faith, engendered in mutual trust. Life without faith is a dismal deadend street.

The beacon of hope, which lights all darkness.

The knowledge of being loved beyond demand or reciprocity, praise or blame, for those so loved are never lost.

What shall we give the children? The open sky, the brown earth, the leafy tree, the golden sand, the blue water, the stars in their courses, the awareness of these. Birdsong, butterflies, clouds and rainbows. Sunlight, moonlight, firelight.

A large hand reaching down for a small hand, impromptu praise, an unexpected kiss, a straight answer.

The glisten of enthusiasm and a sense of wonder. Long days to be merry in and nights without fear.

The memory of a good home. That, then, if we ponder it long enough, and are wise enough, and care enough, is what we will give the children — for without those things everything else is too little.

(Reprinted from **The Evansville Courier**, December, 1975, Evansville, Indiana.)

"LUCKY 13" BAKING CONTEST WINNERS

Employees who entered the Servomation-Pillsbury Baking Contest anxiously awaited the decision of the judges as November 10 rolled around. **Myra Bootz** was the first place winner with her own pastry recipe she calls "Lady Locks". Her prize was a \$100.00 gift certificate from Servomation and a cookbook and dough-doll from Pillsbury.

Erma Johnson, **Susie Solano**, **Thelma Johnson**, **Donna Cannon**, and **Arlene Johnston** all won a Pillsbury cookbook and a doll. **Beverly Young**, **Odean Thomas**, **Joan Pausche**, **Susie Rigas**, **Bobbie Cole**, **Beverly Wood**, and **Roberta Hayward** won dolls. The names of the 13 winners were placed in a drawing and **Beverly Wood** was the lucky winner of a ham donated by Servomation.

Entries for the baking contest were submitted one week ahead of time and were judged by Servomation and Pillsbury employees. The morning of November 10, a cake decorating demonstration was put on by **Al Kohler**, Washington, D. C., a Pillsbury employee for 27 years.

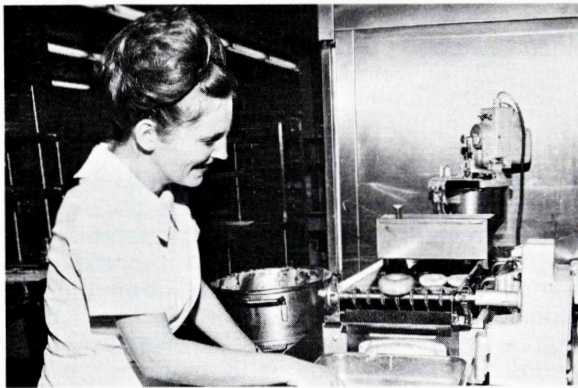
Another highlight of the day was the unveiling of Servomation's new donut machine which turned out 5,000 donuts its first day of operation. These were given away to employees along with a nickel cup of coffee on afternoon breaks.



Baking contest winners, from left, **Myra Bootz** (Lady Locks), **Erma Johnson** (Apple Caramel Swirl), **Susie Solano** (Lemon Pound Cake), **Thelma Johnson** (Old Fashioned Banana Bread), **Donna Cannon** (Chocolate Pound Cake), **Arlene Johnston** (New York Cheese Crunchies), **Beverly Young** (Date Nute Bourbon Cake), **Odean Thomas** (Strawberry Surprise Cake), **Joan Pausche** (Blueberry Cake), **Susie Rigas** (Pineapple Mandel Cake), **Bobbie Cole** (Old Fashioned Fruit Cake), **Beverly Wood** (Pecan Pie), and **Roberta Hayward** (Chocolate Chip Cookies).



Servomation Manager, **Dave Dorries**, presents a \$100.00 gift certificate to **Myra Bootz**, first place winner in the baking contest. To her left are, **Bruce Lau**, **Joe Tomlinson**, and **Al Kohler**, Pillsbury employees.



Servomation employee, **Carolyn Jackson**, is shown working at the new donut machine located in the third floor cafeteria kitchen.

PARD Hosts Successful Training Seminar In Jacksonville

"An innovative, well organized and extremely effective seminar was recently concluded in Jacksonville for all the employees in the Provider Audit and Reimbursement Department (PARD)," writes Profile's 12th floor reporter, Cathi Callahan. This seminar was designed with emphasis on improving the vital technical skills necessary for PARD to execute its function efficiently. The emphasis on techniques involved in effecting good performance and not just the knowledge necessary was very useful, says Cathi.

Highlights of the week were a panel game of questions and answers on Medicare reimbursement matters and the annual dinner held at the Skycenter Inn. J. D. Lewis, Senior Vice President, Benefits Administration, addressed the group and spoke of the tremendous growth potential anticipated for reimbursement activities within the framework of the national health insurance plan. Presentations of awards for special accomplishment were made by Assistant Directors, Don Crossett and Dwight Cenac, to the Audit and Reimbursement Section, respectively.

Director of PARD, Robin J. Bridges, cited the reasons why PARD is considered to be the leading Plan in the nation, demonstrating not only the audit manuals and training programs PARD has designed which are in use by other Plans, but also performance statistics indicating that Florida is among the lowest cost yet highest performance profiles of all Blue Cross Plans. Puerto Rico also received special praise for its first year on a completely "independent" basis.

In summary, P. R. Meyers, Vice President-Medicare A, concluded the meeting by saying that PARD is a department where "professionalism is a precept, excellence is expected, and in reviewing the results of the past year we believe we can do so with some PARDonable pride."

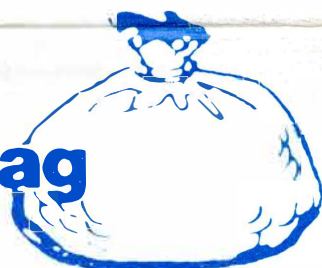


P. R. Meyers, Vice President-Medicare A, second from left, and senior staff of PARD appear in a reflective mood during an accounting workshop.



Robin J. Bridges, Director of Provider Audit and Reimbursement, makes his presentation on why "PARD is No. 1 of its kind in the nation."

mail bag



"If any of the rest of your personnel within the Chelsea Street branch office are even halfway comparable to **Brenda Gramling** and her secretary, **Susan Turpin**, you surely have a superb staff. I recently had reason to make many different contacts with Brenda and Susan; they not only answered my questions fully and in a friendly manner, but they both followed up on everything necessary. I did not have to keep calling nor did I get referred to numerous persons. If they did not know a specific answer, they found out the answer and immediately returned the call. They both were thorough in their communications, were extremely courteous and handled every situation in a very professional manner. I commend them very highly and extend my gratitude to them for everything. I commend you for making the choice of them as part of your team. Believe me, you are lucky to have them."

* * *

Mary Van Pelt, Supervisor of the Chronic Renal Dialysis Unit, received this letter from a doctor in Lauderdale Lakes: "I would like to take the opportunity of thanking you, both personally, and for my office, for the numerous problems you have helped us solve. Your expertise, devotion to duty, and knowledge in the field of Dialysis certainly warrants praise and congratulations. I would also like to take the opportunity to alert you that **Pam Council**, Section Leader, has been of significant help while you were ill."

* * *

The doctor above sent this letter to Mr. Herbert, Dr. Dever and Dr. Richardson: "I would like to take this opportunity to point out to you the excellence of one of your employees. **Mary Van Pelt**, who is in the Dialysis Section, has proved to be an extremely helpful, conscientious, and knowledgeable

person in the many complex areas of this somewhat difficult subject. She has always been willing to help this office, and provide us with the necessary information to solve our sometimes many questions. Having dealt with her personally, I feel that she is a person deserving of praise, and is definitely an asset to your corporations."

* * *

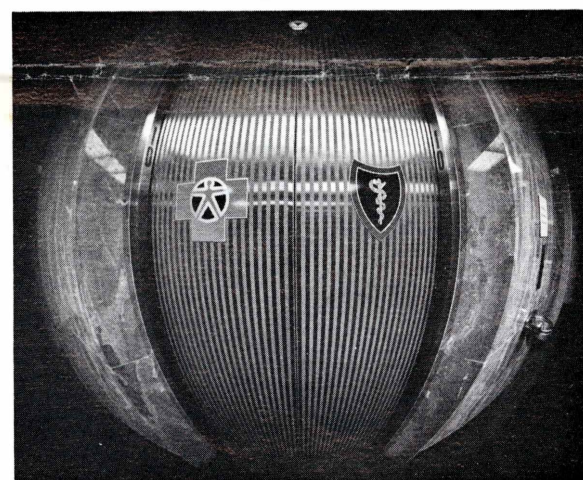
"I know you receive many complaints, but seldom a compliment, so here is one for **Kenneth Telfair**, Medicare B Communications. I have been in contact with him about a delay in payment from Medicare and he was a great help to me. I thought he was a supervisor, the way he explained things to me. A person such as he should be recognized as there are so few like him. I just had to write this letter, and let you know what a good employee you have."

* * *

This letter was received by the **CHAMPUS Department**: "Thank you very much for your excellent cooperation on this matter and your speedy payment of my previous claim. It is certainly refreshing to deal with such a competent group of individuals. You have responded promptly to my telephone inquiries and I certainly can't complain about the payment of my previous claim."

* * *

This letter was received by the Coral Gables office regarding **Martin Duff**, Group Sales Representative: "For the past 15 months Blue Cross and Blue Shield have been represented at Barfield Instrument Corporation by Martin Duff, whose thorough knowledge of the Blue Cross and Blue Shield procedures, relative to our group policy, has been most beneficial to our employees. Mr. Duff has personally met with each of our employees having claim problems on a bi-weekly basis, trying to resolve their problems, and by doing so he has earned the reputation of being better than average in his field. His efforts have enabled us to have a pleasant business association."



It's unfortunate that elevators aren't as large as the camera's fisheye lens makes this one look, but since they aren't, let's all use common sense when getting on an elevator. Allow employees to get off and then not crowd the people who are already on to the back.

THANKSGIVING — A TIME OF SHARING WITH OTHERS



These non-perishable food donations were contributed by employees for needy families for Thanksgiving. Enough canned goods were brought to fill five baskets for families whose names were submitted by the Division of Family Services.

Many of the donations were brought as "admissions" to the Employees Club Variety Show held on November 13. From left are **Desiree Tabbara**, Assistant Director of the show; **Tina Henault**, Director of the show; Employees Club officers **Sharon Wilson**, **Kenny Godbold** and **Dee Driggers**.

LIBRARY CARD DRIVE NETS 348 MEMBERS

A "first" for the Employees Club was a Library Drive held on November 2 and 3 at the Riverside complex. Assisted by employees from the Jacksonville Public Library System, Employees Club officers set up tables in two locations to catch employees during their lunch hours and invite them to either become new members or renew their expired cards.

Employees Club Secretary, **Sharon Wilson**, spearheaded this project and reported it was a big success. All in all, applications were received from 348 employees.

In addition to the main library, Haydon Burns, located in downtown Jacksonville, there are eight other branches in Jacksonville, one at Jacksonville Beach and another at Fernandina Beach which comprise the local Public Library System. The library cards are good for three years and are free to people living in Duval and Nassau counties. A fee of \$10.00 is charged for those wanting a card who live outside these counties.

Libraries offer a variety of specialized services in addition to the obvious loaning of books, pamphlets, and paperbacks. Card holders may borrow recordings, films, art reproductions, slides, government documents, etc. They also have a reference and information service, offer meeting rooms, show movies, provide a bookmobile which travels around various neighborhoods, and offer photocopy machine service. They also maintain a file of past issues of newspapers.

Why not take advantage of your public libraries — they are here to serve you. Borrow some books, hang some pictures, listen to records — have fun!



Employee Parking

LETTERS TO THE EDITOR

The September issue of PROFILE announced a new "Letters To The Editor" column. In response to several employee inquiries concerning the parking situation at the Blue Cross and Blue Shield complex, we hope the following overview of our parking program will answer all existing questions.

At present we maintain a total of 1,900 parking spaces of which 800 are covered and cost \$2.50 a week to rent, and 1,100 are uncovered and cost \$2.00 a week to rent. The \$4,200 that we collect weekly is used primarily for three purposes:

- 1) To offset the high cost of purchasing these facilities (e.g. the garage cost approximately \$3,500,000 to build and the land for Lot 3 cost approximately \$900,000).
- 2) To pay for parking security (all lots are supervised to provide protection for the employees' property, as well as insuring that there will be no trespassing upon any employee's reserved space).
- 3) To provide maintenance for the facilities (e.g. keeping the garage and lots clean, the lines painted, and the fenced areas in good condition).

Our weekly payroll deduction charge of \$2.00 or \$2.50 compares well with the other businesses in the area. Independent Life's weekly parking charge is \$6.92 for covered spaces and \$4.32 for uncovered spaces. Gulf Life's weekly charges range up to \$7.68 and the City of Jacksonville's charge is \$2.40.

Mini-Profile

Vol. 1, No. 3

December, 1976

Published monthly for the employees,
their families, and friends of
Blue Cross of Florida, Inc.
Blue Shield of Florida, Inc.

EDITOR
Carole Utley
REPORTERS

SOUTH BUILDING

- 1 Pat Ross
- 1 Gwen Price
- 3 Sandy Daugherty
- 3 Debbie Dubberly
- 4 Melissa Day
- 5 Martha Poplin
- 5 Katherine Joyce
- 5 Darlene Brown
- 6 Linda Smith
- 7 Steve McCrandall
- 7 Pearl Miles
- 7 Tommie Curry
- 7 Tina Henault
- 8 Wanda Davis
- 9 Sharon McAbee
- 9 Danny Fisher
- 10 Jane Williams
- 10 Helen Keene
- 11 Robert Mobley
- 11 Kathi Jaschke
- 12 Mary Terbrueggen
- 12 Cathi Callahan
- 13 Sandi Wilson
- 13 Sharon Wilson
- 14 Martha Hewlett

- 15 Sally Monserrate
- 16 Marianne Nielsen
- 17 Sam Watson
- 17 Brenda Charrie
- 18 Vickie Galloway
- 20 Judy Schneider
- 20 Karen Parker

CHELSEA BUILDING

- Susan Turpin
- #### NORTH BUILDING
- 2 Debbie Slaughter

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- 1 Carol Whiting
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- 3 Robbie Leggett
- 4 Mary Beth Brett
- 5 Yvonne Cooke
- 6 Marie Bailey
- 7 Myrna Vickery
- 8 Jeanette Palma
- 9 Darlene Hart
- 10 Rochelle Dryden

WEST BUILDING

- Glenda Kalina

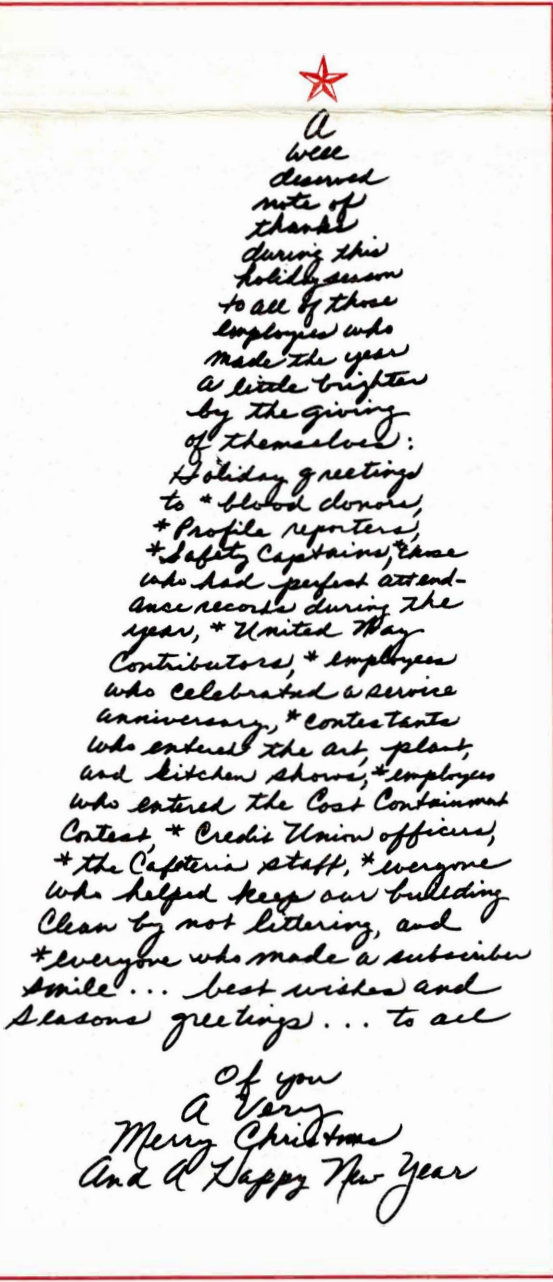
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